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In re Application of:  
Garth Close  
Serial No.: 10/811,659  
Filed: 03/29/2004

Group Art Unit: 3634  
Examiner: Purol, Sarah L.

For: System and Method for Product Display Arrangement and Rotation

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Commissioner of Patents and Trademarks  
Washington, D.C. 20231  
Via EFS

### AMENDMENTS AND RESPONSE TO FIRST OFFICE ACTION

#### Remarks

1. This AMENDMENTS AND RESPONSE TO FIRST OFFICE ACTION is in response to the Office Action mailed March 28, 2007.
2. Claims amendments and arguments are presented below.

**§102 Rejection of claims 1, 34, 35, 36, 37, 38, 39, 40, 45, 50, 51, 57, 58, 66, 67, and 68  
based on Jarecki '146.**

3. Applicant cancels some of the referenced claims and respectfully traverses the §102 rejection of other claims as noted below.
4. FIG. 2 below is an illustration of the shelf mounted device described by Jarecki (the '146 patent ).

“... Referring to FIGS. 1 and 2 simultaneously, the **shelf display system 10 includes a base 11 which rests upon a standard warehouse store shelf 12.** The base 11 consists of a series of transversely extending crosspieces 13 which are mounted on longitudinally extending support rods 14. (Jarecki col 4, lines 21-27)

...  
FIGS. 1, 2 and 4 also show the operation of the **rear box pullers, or rear container pullers**, shown generally at 21. As seen in FIG. 2, a rear box puller 21 includes a front handle 22, **two longitudinally extending rods 23 disposed on**